

Motoring

The South Edition

Published with **THE TIMES** Saturday 27th October 2018



Motoring: The South Edition is a full-colour, tabloid sized double-page spread of advertorial content published in the Weekend section of the Saturday *Times*.

Thanks to first-rate content by the some of the most respected motoring journalists, *The Times* is the perfect vehicle for showcasing *Motoring: The South Edition*, which will serve as an essential guide for readers to discover more about the glamorous world of cars.

It will present a high-quality selection of products and services to benefit driving enthusiasts, ranging from classic car auctions, dealerships, car insurance and leasing options, mechanics and paint jobs, as well as car holidays and days out.

With *Times* readers over three times more likely to spend £20,000 or more on a car, *Motoring: The South Edition* published with *The Times*, is the perfect vehicle for getting your brand in front of an affluent, engaged and influential ABC1 audience, who are highly susceptible and confident in making their buying decisions.

Particularly Considering

- *The Times* is read for an average of 76 minutes on a Saturday
- *The Times* reaches 938,000 readers within the affluent ABC1 demographic
- Three in five readers plan to buy a new vehicle in the next 12 months
- *The Times* readers are 25% more likely to mention ads when they talk about brands

Motoring

Discover more about the world of motoring with our pick of the top-of-the-range vehicles that are taking the world (and road) by storm.

Get your heart racing in the new model of Jaguar

The new Jaguar XE is a true masterpiece of engineering, combining the best of British design and engineering with the latest in automotive technology. It's a car that's as fast as it is beautiful, and it's the perfect choice for anyone who wants to experience the thrill of driving a true sports car.

The Rolls Royce classic has a modern reveal

The Rolls Royce Phantom is a car that's been around for over a century, and it's still going strong. It's a car that's as much a work of art as it is a machine, and it's the perfect choice for anyone who wants to experience the ultimate in luxury.

A bold new look and fresh design from Audi

The new Audi A8 is a car that's as bold as it is beautiful. It's a car that's designed to stand out from the crowd, and it's the perfect choice for anyone who wants to make a statement.

Master the road in a state-of-the-art Maserati

The new Maserati GranTurismo is a car that's as fast as it is beautiful. It's a car that's designed to give you the ultimate driving experience, and it's the perfect choice for anyone who wants to feel the thrill of speed.

Iconic luxury in an Aston Martin with new features

The new Aston Martin DB11 is a car that's as iconic as it is beautiful. It's a car that's designed to give you the ultimate in luxury, and it's the perfect choice for anyone who wants to experience the best of British engineering.

Stand out and go far in the new Ferrari F8

The new Ferrari F8 is a car that's as fast as it is beautiful. It's a car that's designed to give you the ultimate driving experience, and it's the perfect choice for anyone who wants to feel the thrill of speed.

Subtle styling and fine craftsmanship, only in a Bentley

The new Bentley Continental GT is a car that's as subtle as it is beautiful. It's a car that's designed to give you the ultimate in luxury, and it's the perfect choice for anyone who wants to experience the best of British engineering.

Mercedes is the brand shaping tomorrow's mobility

The new Mercedes EQ is a car that's as futuristic as it is beautiful. It's a car that's designed to give you the ultimate in mobility, and it's the perfect choice for anyone who wants to experience the future of driving.

Steak new convertible in the Ford Mustang range

The new Ford Mustang is a car that's as fast as it is beautiful. It's a car that's designed to give you the ultimate driving experience, and it's the perfect choice for anyone who wants to feel the thrill of speed.

We've teamed up with Jaguar to offer our lucky reader the chance to win a new car worth £20,000

Enter now to win a new Jaguar XE worth £20,000. The competition is open to all readers of *Motoring: The South Edition*, and the prize is a brand new Jaguar XE. To enter, simply visit our website and complete the entry form.

70% believe it is worth paying extra for quality products

39% agree they tend to go for premium brands

South Distribution Area



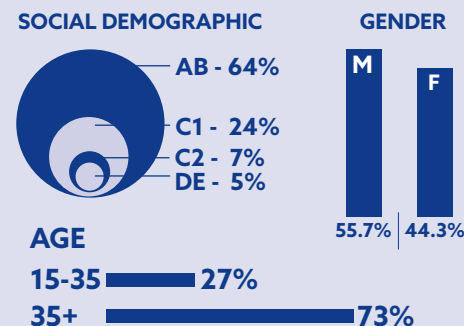
RATE CARD

- Third page **£6,000**
- Quarter page **£4,500**
- Sixth Page **£3,250**
- Eighth page **£2,500**
- Competition Partnership **P.O.A**
(Advertorial or Advert)

DISTRIBUTION

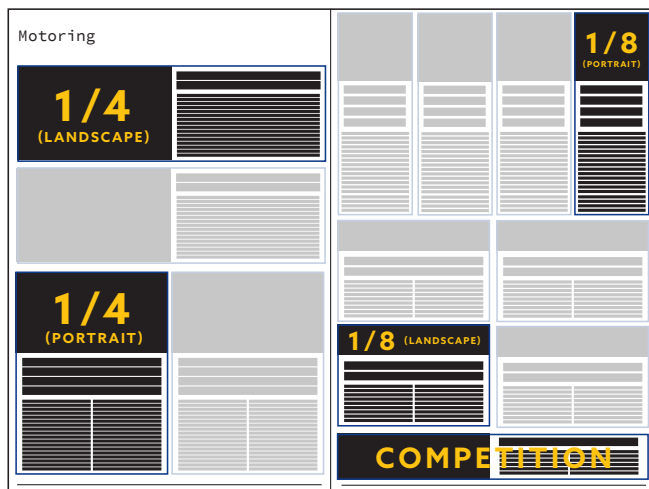
- 419,760 copies of The Times distributed in the South edition on a Saturday
- 950,000 average Saturday readership
- South distribution area

DEMOGRAPHICS



1/4 , 1/8 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



QUARTER PAGE

Landscape - 269x66mm
Portrait - 133x136mm

EIGHTH PAGE

Landscape - 133x66mm
Portrait - 64x136mm

Headline	Written in house	Headline	Written in house
Main body copy	160 - 250 words supplied in a word document	Main body copy	60 - 90 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 2 high resolution images*	Images	1 high resolution image*

SUPPLYING CONTENT

NAMING FILES

Content should be supplied clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg.T_M1018_YOURCLIENTNAME.pdf

IMAGE SPECIFICATIONS*

- All images are high resolution (at least 300dpi) & CMYK colour.
- CMYK JPEGs
- We can not use images from a client website as these are too low resolution to print

We cannot guarantee the quality of the final print for images supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

COPY SPECIFICATIONS

- All copy content provided in word processor file
- Avoid supplying in PDF format.

FILE TRANSFER

Files less than 8Mb can be emailed directly to:
jennifer@hurstmediacompany.co.uk

For larger files please call the Production Department on:
+44 (0) 20 478 6016

CONTACT DETAILS

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VAT number: 161866882

MEDIA SALES

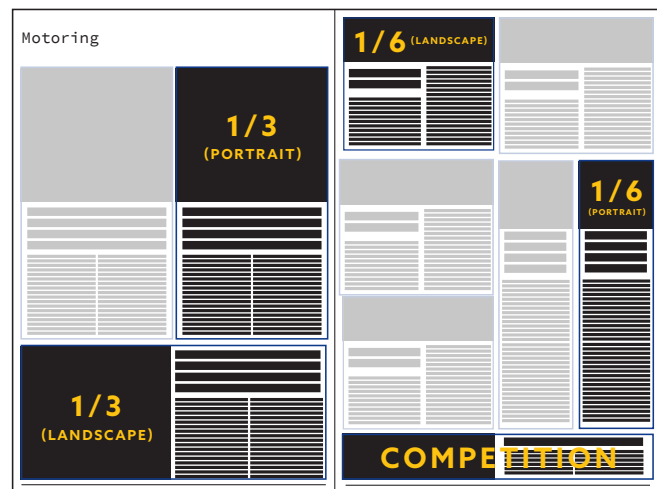
Tel: 0203 478 6017
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PRODUCTION DEPT.

Tel: 0203 478 6016
jennifer@hurstmediacompany.co.uk

1/3 , 1/6 FEATURE REQUIREMENTS

LAYOUT BELOW FOR ILLUSTRATION PURPOSES ONLY.
EXACT LAYOUT SUBJECT TO CHANGE



THIRD PAGE

Landscape - 269x89mm
Portrait - 133x182mm

SIXTH PAGE

Landscape - 133x90mm
Portrait - 64x182mm

Headline	Written in house	Headline	Written in house
Main body copy	200 - 300 words supplied in a word document	Main body copy	120 - 150 words supplied in a word document
Contact	Website, Phone number	Contact	Website, Phone number
Images	1 - 3 high resolution images*	Images	1 high resolution image*

COMPETITION 269x42mm

Headline	Written in house	Contact	Website, Phone number
Prize	Prize and value	Images	1 - 3 high resolution images*
Main body copy	50 - 70 words		

SUPPLYING CONTENT

DESIGN PROCESS

Once all material is submitted according to specification, Hurst Media Company will layout/design your advertorial slot within the house style of the publication. Layouts may vary depending on images and/or text supplied.

Hurst Media Company reserve the right to make changes or to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- Hurst Media Company will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking/approval/records only.
- As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Bespoke advertorials (in which Hurst Media Company supplies the copy ONLY, and all images / logos provided by the client) will be charged at a further 10%, or a one-off fee of £150, whichever is greater.

Please note that all bookings are made subject to our terms and conditions of advertising, which are available by [clicking here](#).

* Image use subject to editorial discretion and may vary depending quality, size and layout.

Full pages: 2-5 used; half pages and smaller, may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

